

# Leap Year Theme in Valentine's Spotlight

By CONRAD G. PRANGE  
Staff Writer, The Statesman

The Leap Year motif is running rampant on this year's Valentines.

Today is V-day for thousands of lovers who will more or less slyly pass each other cards, expressing, in saccharine stanzas, the language of love.

Not only that but there are greeting cards out now designed for just about every member of the family, from baby to grandpa—without the Leap Year motif, of course.

The traditional "Roses are red, violets are blue," or the simple "Will you be my Valentine?" themes are as dead as last year's roses.

The new Leap Year verses go like this: "Happy Leap Year here again, just like I've hoped and hoped—So watch your step or else you'll find I've really got you roped." And there are others just as fraught with pitfalls for the unwary male.

Four years ago the Valentine experts found that as many men expressed their romantic sentiments during Leap Year as women. So for them, this year, the trade has come up a notch. The glib little gift items of lockets and pins.

In Roman Days Most scholars agree that St. Valentine's Day was named for a young man who was beheaded, for his faith in Christianity, on Feb. 14, 270 A.D. Tokens of friendship were exchanged on his day for more than 1,000 years later.

It was during the Revolutionary War days that the first flurry of Valentines broke out in America. Records show, however, that sweethearts had been exchanging Valentines for over 300 years by then.

It took a Frenchman to get the ball rolling. According to the British Museum, where it is now on display, the oldest Sweetheart Valentine existing was designed by the Duke of Orleans in 1415. He designed it while imprisoned in the Tower of London.

Others copied the act. Soon Valentines reached a peak in elegance in France unequalled since. Dan Cupid appeared for the first time and jewels, ribbons and expensive Venetian lace were used.

Meant Marriage And in England Valentines were often judged the equivalent of a proposal of marriage. So there, of course, suitors were mighty careful of their gifts and verses.

In America Colonial lovebirds improvised and made their simple pen-and-ink Valentines as best they could. This continued until 1840 when Esther Howland designed and printed a batch of English-style fancy Valentines for classmates at Mt. Holyoke College for Women.

It was Leap Year then too. And one thing led to another until an entire industry in Valentine card making was established. So the Valentine custom which began in Rome almost 1,700 years ago is credited with being the oldest greeting-exchange custom of its kind.

## C. of C. Studies Industrial Promotion

Industrial promotion programs of three Western cities were studied Wednesday by the Salem Chamber of Commerce industries committee.

The committee, just starting plans for a comprehensive program to bring new industries and assist present industries in Salem, heard reports on similar projects at Phoenix, Tacoma and Salt Lake City.

Carl Hogg is chairman of the industries committee.

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## Cities Told of Airport Safety Zoning Powers

This week's closure of the Newark, N. J., airport led the Oregon State Board of Aeronautics Wednesday to order that all cities of this state be advised of their airport safety zoning powers.

The New Jersey airport was closed after the third recent airliner crash in the adjoining city of Elizabeth.

Oregon's aeronautics board, meeting in Salem yesterday, instructed Aeronautics Director W. M. (Jack) Bartlett to remind all cities of the state law which permits zoning of any airport to insure safety of approach zones.

The board also approved filing of an objection with the U. S. Weather Bureau against the proposed elimination of a Stevenson, Wash., weather reporting station, on grounds that it is necessary for the safety of air travel over the Columbia Gorge.

Reports were received that the city of Wallowa will turn over property for a new flight strip to the state board, for development in conjunction with the State

Board of Forestry. It will be used for civil aviation and for state spruce budworm control operations.

The board approved the aeronautics director's recent objection, filed with Civil Aeronautics Board, to an examiner's unfavorable report on proposed extension of Empire Airlines' route from Pendleton to Portland via The Dalles.

## Rotary Hears Member of Parole Board

Eighty per cent of this state's wrongdoers learn their lesson but the public generally hears only of the other 20 per cent, Salem Rotarians were told Wednesday noon at the Marion Hotel by Robert E. Jones of the State Board of Parole and Probation.

Jones explained the state's work with parolees and probationers from state institutions.

He was one of five men on a panel on law enforcement. The others were District Judge Val Sloper, Circuit Judge Joseph B. Felton, Sheriff Denver Young and County Clerk Henry Mattson. Chairman was District Attorney E. O. Stadter Jr.

## Exchange Club Hears Plea for Pelton Dam

Contentions and delays of recent years have amplified the Northwest power shortage so that more dams must be built on smaller streams, Salem Exchange Club was told Wednesday.

Ralph Millsap, vice president of Portland General Electric Company, reviewed and replied to the arguments concerning the firm's proposed Pelton Dam on the Deschutes River.

Millsap held that there has been a half-century of notice that the Deschutes is a power stream, following an Interior Department survey which led President Theodore Roosevelt to withdraw land bordering the stream from public entry, except for power purposes. State and other surveys have

agreed in succeeding years, he said.

With the \$23 million project announced in 1948 and the 1949 State Legislature failing to pass any delay or prohibition regarding the dam, Millsap said PGE felt that no state's right is being violated.

Millsap argued that the Federal Power Commission license given for the dam provides that it be subordinate to all existing or proposed irrigation or other water rights. He added that power generation does not consume water but passes it on for other users.

While PGE feels that the license gives the legal right to build the dam, it "wants the people of Oregon to be happy about it," said the speaker. He pointed out that all national defense agencies had urged it to go ahead with the project as a defense measure.

Millsap said that not enough power is being harnessed to meet future Northwest needs, but that only about 10 or 12 per cent of the potential has been tapped, so dams will have to be built "wherever we can find an economic site."

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## Incorporation to Sponsor Church Financing Plan

Articles of incorporation for a church construction financing plan were filed with the State Corporation Commission Wednesday by Oregon leaders of the Assemblies of God.

The new corporation, Church Extension Plan, will enable churches of the denomination to borrow money from members and friends for construction purposes, according to the Rev. Atwood Foster, Salem, state superintendent of 163 Assembly churches.

Other incorporators were the Rev. Lester Young, Brooks, state treasurer, and the Rev. N. D. Davidson, Portland, state secretary.

Another corporation filed Wednesday is W. & R. Logging Co., of Stayton, by Charles and Donna Lee McCall and Floyd Persons.

There were 16,133 women arrested for drunkenness in the United States in 1949.

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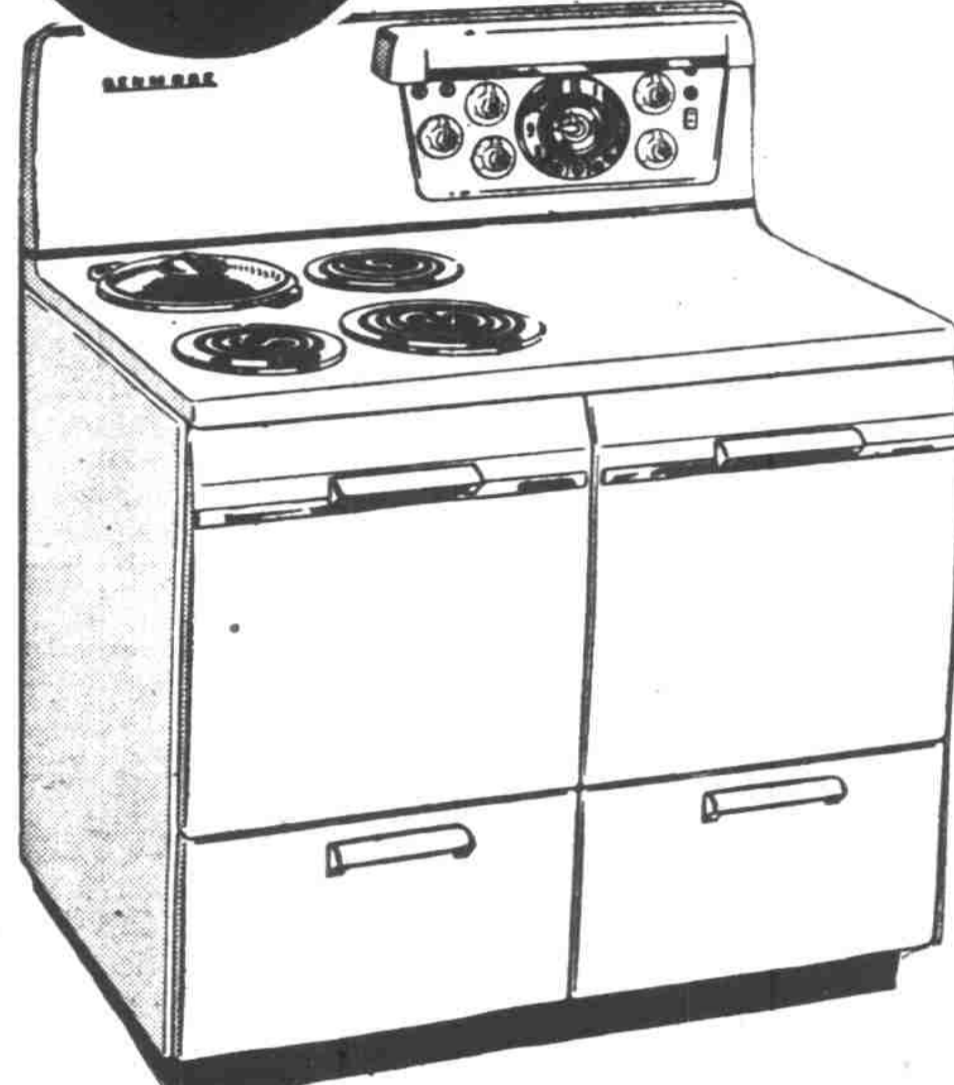
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